

## Message Text

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ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 MMO-04 COME-00 USIA-15 /040 W  
-----282153Z 014272 /66

R 281540Z MAR 77  
FM AMEMBASSY BRUSSELS  
TO SECSTATE WASHDC 9427  
INFO AMEMBASSY BONN  
AMEMBASSY LUXEMBOURG  
AMEMBASSY THE HAGUE

UNCLAS SECTION 1 OF 2 BRUSSELS 03006/1

BONN PASS COLOGNE INTERNATIONAL TRADE CENTER

E.O. 11652:N/A  
TAGS:BEXP,CCP,BE  
SUBJECT: BELGIUM COUNTRY COMMERCIAL PROGRAM - PRELIMINARY FY 1979  
INPUTS

REF: STATE 44899

1.IN ACCORDANCE WITH THE DEPARTMENT'S INSTRUCTION CONTAINED REFTEL,  
THE EMBASSY HERewith SUBMITS ITS PRELIMINARY  
RECOMMENDATIONS FOR FISCAL YEAR 1979 COUNTRY COMMERCIAL  
PROGRAM.THIS SUBMISSION IS DIVIDED INTO TWO SECTIONS;  
NAMELY SECTION III ENTITLED " CAMPAIGN DEVELOPMENT",AND  
SECTION IV ENTITLED " OTHER SPECIAL POST EFFORTS".

2.SECTION III - CAMPAIGN DEVELOPMENT  
CAMPAIGN NO. 1,PRIORITY NO. 1 - FOOD PRECESSING AND  
PACKAGING EQUIPMENT.FOR DISCUSSION OF RATIONALE,SEE  
76 BRUSSELS A-223 AND 76 ANTWERP A-9.EMBASSY ALSO  
RECOMMENDS FULL TYPE I PARTICIPATION IN PROPACK (INTER-  
NATINAL PACKAGING SHOW)SCHEDULED FOR FEBRUARY 13-18,  
1979.THIS SHOW DEMONSTRATES SEMI-FINISHED AND FINISHES  
ITEMS,MACHINERY AND EQUIPMENT RELATING TO PACKING AND  
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PACKAGING,HANDLING,WEIGHING AND STORING MATERIALS.  
THIS APPEARS TO BE IDEAL SHOW FOR SUPPORT FROM INTERNATIONAL  
TRADE CENTER AT COLOGNE.UNDER FOREIGN BUYER PROGRAM,  
EMBASSY WOULD ALSO SUPPORT NATIONAL PACKAGING WEEK EXPOSITION  
IN CHICAGO SCHEDULED FOR OCTOBER 30- NOVEMBER 3, 1978.  
CONGEN ANTWERP WOULD HANDELE THE CAMPAIGN EXCEPT FOR TYPE I  
PROPACK PARTICIPATION WHICH WOULD BE EMBASSY BRUSSELS'

RESPONSIBILITY.

3.CAMPAIGN NO. 2,PRIORITY NO. 2 - METALWORKING AND FINISHING EQUIPMENT.EMBASSY RECOMMENDS CONTINUATION OF THIS CAMPAIGN,WHICH WAS FIRST INTRODUCED UNDER FY 1978 CCP.FOR RATIONALE,SEE BRUSSELS A-35 1976 BRUSSELS A-223, 76 BRUSSELS A-83 AND 76 BRUSSELS A-153.HIGHLIGHT OF SHOW WOULD BE CATALOG EXHIBITION ORGANIZED IN COOPERATION WITH FABRIMETAL (BELGIAN METALWORKING TRADE FEDERATION).

4.CAMPAIGN NO. 3,PRIORITY NO. 3 BUILDING EQUIPMENT AND MATERIAL.EMBASSY BELIEVES IT WOULD BE DESIRABLE TO CONTINUE THIS CAMPAIGN,WHICH IS BEING INITIATED IN THE 1978 CCP. FOR RATIONALE,SEE BRUSSELS A-35,76 A-223, AND 76 A-123.IF OUR RECOMMENDATION CONTAINED PARA 2 TO HOLD TYPE I EXPOSITION IN PROPACK IS NOT ACCEPTED,WE PROPOSE AS ALTERNATE TYPE I PARTICIPATION IN BATIBOUW AND EUROCLIMA COMBINED EXHIBITS,TENTATIVELY SCHEDULED FOR FEBRUARY 1979.IN THE EVENT

EUROCLIMA(HEATING,REFRIGERATION AND AIR-CONDITIONING EXHIBITION) IS NOT HELD SIMULTANEOUSLY,WE MAY WISH TO RECONSIDER THIS RECOMMENDATION.

5.ALTERNATIVE CAMPAIGN NO. 3 ALTERNATIVE PRIORITY NO. 3- HEATING,VENTILATION AND AIR-CONDITIONING EQUIPMENT.THIS TYPE OF CAMPAIGN WOULD BE APPROPRIATE SUBSTITUTE FOR THE BUILDING EQUIPMENT AND MATERIALS CAMPAIGN.IT COULD ALSO BE INCORPORATED WITHIN THE ABOVE-MENTIONED.PARTIAL RATIONALE FOR THIS CAMPAIGN IS CONTAINED IN PREVIOUS MESSAGES DISCUSSING UNCLASSIFIED

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THE BUILDING EQUIPMENT ITEM.CONTINUED GROWTH IN ENERGY COSTS SERVES TO DRAW BELGIAN ATTENTION ON MORE EFFICIENT CLIMATE CONTROL DEVICES.IF THIS CAMPAIGN SHOULD BE SELECTED,WE WOULD PROPOSE CATALOG SHOW BE HELD IN EUROCLIMA (IF THAT EXPOSITION SHOULD BE HELD IN 1979).

6.CAMPAIGN NO. 4,PRIORITY NO. 4 BUSINESS EQUIPMENT AND SYSTEMS FOR RATIONALE,SEE 76 BRUSSELS A-223 AND 76 BRUSSELS A-123.THIS CAMPAIGN WOULD BE LOGICAL FOLLOW-UP OF THE COMPUTER CAMPAIGN IN FY 1977.A TRADE MISSION WHICH COULD DEVELOP SOME NEW INROADS INTO THE MARKET SHOULD BE CONSIDERED,PARTICULARLY SINCE THE 1977 TRADE MISSION REVEALED CONTINUED STRONG INTEREST DESPITE A WEAK ECONOMY AND A LIMITED MARKET.

7.CAMPAIGN NO 5 PRIORITY NO. 5 - CONSUMER PRODUCTS. FOR RATIONALE,SEE 76 BRUSSELS A-179 AND BRUSSELS A-35 IF IT CAN BE ARRANGED,EMBASSY WOULD HOPE TO ORGANIZE AND IN-STORE PROMOTION IN SEVERAL OF THE SARMA DEPARTMENT STORES

(OWNED BY J.C.PENNEY AND CO.IF PROMOTION IS NOT HELD DURING FY 1978.  
THIS CAMPAIGN IS BASED ON THE PRESUMPTION THAT THERE WILL NOT BE  
A DRAMATIC SHIFT IN EXCHANGE RATES SERIOUSLY DISADVANTAGING AMERICAN  
COMPETITIVENESS.

8.CAMPAIGN NO. 6,PRIORITY NO. 6- CHEMICAL AND PETRO-  
CHEMICAL INDUSTRY PRODUCTION EQUIPMENT.  
CONSULATE GENERAL ANTWERP  
HAS JUST PREPARED A STUDY OF THE MARKET (ANTWERP A-7)AND  
BELIEVES THAT THE RESULTS OF ITS INQUIRY ARE POSITIVE.  
CHEMICAL AND PETROCHEMICAL FIRMS OPERATING IN BELGIUM,MANY  
OF WHICH ARE AMERICAN,HAVE LONG-TERM PLANNING PROGRAMS  
WHICH INCLUDE CONTINUED NEW INVESTMENT WELL INTO THE 1980S.  
CAMPAIGN WHICH WILL BE RUN BY CONSULATE GENERAL ANTWERP,  
WILL INVOLVE CLOSE COOPERATION WITH TWO OF BELGIUM'S MAJOR  
TRADE FEDERATIONS,FECHIMIE AND THE BELGIAN PETROLEUM  
FEDERATION.  
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9.CAMPAIGN NO. 7 PRIORITY NO. 7 - POLLUTION CONTROL  
EQUIPMENT.FOR RATIONALE,SEE 76 BRUSSELS A-223 AND 76 A-149.IN EVENT  
THAT EXHIBITION OF ENVIRONMENTAL PROTECTION TECHNIQUES AND MUNI-  
CIPAL EQUIPMENT SHOWS ARE HELD IN LATE SPRING 1979,  
WE MIGHT WISH TO HOLD CATALOG  
SHOW.ENVIRONMENTAL CONSIDERATIONS ARE BECOMING MORE  
AND MORE CRITICAL WITHIN ALL OF WESTERN EUROPE,AND  
PRESSURES ARE GROWING NOTICEABLY.

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-----282156Z 014386 /66

R 281540Z MAR 77  
FM AMEMBASSY BRUSSELS  
TO SECSTATE WASHDC 9428  
INFO AMEMBASSY BONN  
AMEMBASSY LUXEMBOURG  
AMEMBASSY THE HAGUE

UNCLAS SECTION 2 OF 2 BRUSSELS 03006/2

10. SECTION IV - OTHER SPECIAL POST EFFORTS

ACTIVITY NO. 1 - SUPPORT OF STATE OFFICES.SOCIETE GENERALE,BELGUM'S LARGEST HOLDING OPERATION,STATE IN ITS MOST RECENT REPORT OF MARCH 1977 THAT THE UNITED STATES REMAINS THE MOST PROMISING SITE OF CAPITAL INVESTMENT. MORE AMERICAN STATES ARE CONSIDERING OPENING DEVELOPMENT OFFICES IN EUROPE,AND WE ARE TOLD THAT BRUSSELS REMAINS BY FAR THE MOST PROMISING SITE FOR THESE OFFICES.ALREADY 18 STATES,IN ADDITION TO A NUMBER OF PORT AUTHORITY OFFICES, OPERATE OUT OF BRUSSELS.IT IS EXPECTED THAT THIS NUMBER WILL CONTINUE TO GROW DURING THE NEXT SEVERAL YEARS.THE RATIONALE CONTAINED IN BRUSSELS A-35 CONTINUES TO BE VALID. OFTEN IN DIRECT COMPETITION WITH ONE ANOTHER,THESE OFFICES LOOK TO THE EMBASSY TO PERFORM ROLE OF DISINTERESTED COORDINATOR AND TO PROVIDE OTHER ASSISTANCE.

11.ACTIVITY NO. 2 - INVESTMENT PROTECTION AND FACILITATION. FOR RATIONALE,SEE BRUSSELS A-35 WHICH CONTINUES TO BE VALID. THE ECONOMIC AND TO A CERTAIN EXTENT,THE POLITICAL DIFFICULTIES RECENTLY EVIDENT IN WESTERN EUROPEAN COUNTRIES DURING THE PAST SEVERAL YEARS ARE AFFECTING AMERICAN INVESTMENT IN BELGIUM.WITH THE DECLINE IN INVESTMENT OF SHIFTS IN TYPES OF INVESTMENT AND THE CLOSING DOWN OF UNCLASSIFIED

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SOME AMERICAN FIRMS,THE EMBASSY HAS HAD TO RESPOND TO REQUEST BY BELGIAN AUTHORITIES AND,IN SOME CASES,AMERICAN FIRMS FOR GUIDANCE AND ASSISTANCE.AT THE SAME TIME, CERTAIN NEW INVESTMENT CONTINUES.THE EMBASSY CONTINUES TO OFFER SUBSTANTIAL FACILITATIVE ASSISTANCE IN BOTH CASES.

12.ACTIVITY NO. 3 AVIATION AND AVIONICS.FOR RATIONALE, SEE 76 BRUSSELS A-73 AND BRUSSELS A-35.THE PARIS AIR SHOW WILL BE HELD DURING THIS CCP YEAR AND NORMALLY REQUIRES IMPORTANT ACTIVITY BY THIS EMBASSY IN PROMOTING THE VISIT BY BELGIAN OFFICIALS AND BUSINESSMEN TO THE AMERICAN STANDS AND CHALET OF U.S.FIRMS.THE F-16 COPRODUCTION PROGRAM WILL JUST BE BEGINNING TO HIT ITS STRIDE WITH THE POSSIBILITY OF SUBSTANTIAL THIRD-COUNTRY SALES,MAKING BELGIUM'S COPRODUCTION PARTICIPATION HIGHLY ATTRACTIVE FOR THESE BELGIAN FIRMS.THIS SHOULD GIVE US ADDITIONAL BASE TO STIMULATE FURTHER SALES OF AVIONICS AND AVIATION PRODUCTION EQUIPMENT.

13.ACTIVITY NO. 4 - LABORATORY INSTRUMENTATION.FOR DISCUSSION OF RATIONALE,SEE BRUSSELS A-19 OF JANUARY 26, 1977.POTENTIAL THREAT TO OUR SHARE OF MARKET FROM BARRIERS IMPOSED BY EC REGULATIONS MERITS CONTINUED

VIGILANCE.

14.ACTIVITY NO. 5 - PORT AND HARBOR EQUIPMENT.THIS  
ITEM WAS INTRODUCED IN THE 1978 DRAFT CCP (BRUSSELS A-35).  
CONSULATE GENERAL ANWERP WOULD APPROPRIATELY FOLLOW THIS  
PARTICULAR SPECIAL POST EFFORT.IF THIS IS JUSTIFIED AS  
A CAMPAIGN FOR 1978 (SEE ANTWERP A-6) DESIRABLE AMOUNT  
OF CONTINUITY WILL BE PROVIDED IN 1979 BY WORKING IN THIS  
FIELD FOR AN ADDITIONAL YEAR.THIS ACTIVITY COULD BECOME  
A FULL CAMPAIGN OF ONE OF THE OTHERS LISTED SHOULD BE  
DELETED.

15.ACTIVITY NO. 6 - VISIT USA.EMBASSY WILL CONTINUE TO  
GIVE DIRECTION TO THE VISIT USA COMMITTEE AND WILL PLAN AT  
LEAST ONE IMPORTANT PROMOTIONAL EVENT DURING FISCAL YEAR  
1979.

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16.ACTIVITY NO. 7 - SUPPORT FOR FOREIGN BUYERPROGRAM.  
WE PLAN TO SELECT FIVE TRADE SHOWS TO PROMOTE DURING THE  
COURSE OF FY 79,CHOOSING CHIEFLY SHOWS THAT ARE RELATED  
TO OUR PRINCIPAL CAMPAIGN ACTIVITIES.TWO SHOWS OF WHICH  
WE ARE AWARE HAVE ALREADY BEEN MENTIONED: ONE,THE  
INSTRUMENTATION/AUTOMATON CONFERENCE AND EXHIBITION IN  
PHILADELPHIA SCHEDULED OCTOBER 15-19, 1978,IS BEING  
PROMOTED IN CCP 1978.THE SECOND SHOW,THE NATIONAL PACKAGING WEEK EXPO  
AND ASSEMBLY IN CHICAGO,OCTOBER 30-  
NOVEMBER 3, 1978,WOULD FALL UNDER OUR CAMPAIGN NO 2.  
OTHER SHOWS WILL BE DESIGNATED WHEN FURTHER INFORMATION  
IS AVAILABLE.  
RENNER

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## Message Attributes

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